



State of California—Health and Human Services Agency  
**Department of Health Services**



Governor

DATE: February 9, 2007

IZB-FY0607-07

TO: California Vaccines for Children (VFC) Program Providers

FROM: Howard Backer, M.D., M.P.H., Chief  
Immunization Branch

SUBJECT: Customer Satisfaction Survey Results

The Vaccines for Children Program (VFC) would like to thank you for your participation in the Program during 2006 and we hope that you will continue participation in this new year.

As a VFC provider, you play an integral role in protecting California's infants and toddlers against serious childhood diseases that can be prevented through vaccination. Given the number of new recommendations and vaccines included in the Childhood Immunization Schedule, fully immunizing children by two years of age is no easy task. In 2006 alone, three new vaccines were introduced and incorporated into the VFC Program. These vaccines were rapidly adopted by many VFC Providers.

In order to gauge your satisfaction with our VFC program, a Provider Customer Satisfaction Survey is conducted every other year. In December of 2005, 4,309 surveys were mailed to enrolled providers and nearly 40% of these surveys were returned and analyzed this past year. The results demonstrate that ninety-eight percent (98%) of providers were either satisfied or very satisfied with the VFC Program. Additionally, results indicate a high level of satisfaction with services and information provided by VFC Customer Service Representatives. At least eighty-three percent (83%) of respondents strongly agreed or agreed that VFC staff were knowledgeable and had provided satisfactory resolution to their issues or problems. Additional survey results are outlined below.

- More than ninety-six percent (96%) of these practices who had a VFC office evaluation within the last two years found the VFC office visits beneficial and felt that the visit did not interfere with their office flow. A majority of the respondents agreed that the materials distributed during the visits were useful.
- Most importantly, the survey data indicate that the VFC visits had an impact on provider practices: Seventy-four percent (74%) of the providers reported that the visit changed some of their immunization practices.
- Nearly eighty-six percent (86%) strongly agreed or agreed that VFC's toll-free 877 number for faxing in materials was simple to use.

While most of the results were very complimentary of our service delivery, we were able to identify opportunities for improvement in some areas. Suggestions for improvement include:

- Prompt notifications about vaccine problems or delays
- Utilizing the internet for placing vaccine orders on-line and posting program updates and VFC related documents
- Simplification of the VFC annual recertification process

During 2007, our program is committed to meeting or exceeding the needs of enrolled providers and to continue to support your immunization efforts through:

- Timely processing and distribution of your vaccine requests;
- Providing timely communications and updates on vaccine supply status;
- Ensuring that knowledgeable and professional staff is available to assist you in meeting your VFC needs; and
- Pursuing the use of technology to better serve our customer needs.

In the coming months, we will work to expand the capacity of our VFC's Central Office Call Center by maximizing the number of available phone lines and increasing number of VFC Customer Service Representatives to be able to assist the rapid growth of new providers enrolled in the program. We are also enhancing our VFC webpage ([www.vfcca.org](http://www.vfcca.org)) by adding additional content and posting all provider communications, such as form letters and fax broadcast messages, which provide important program updates.

Additionally, our program is in the process of making final preparations to migrate our vaccine distribution to a national distributor who will not only fulfill California's VFC vaccine request, but will distribute vaccines at a national level. Further details on this project will be forthcoming in the next few weeks.

Thank you for your participation in the VFC Program. Please let us know how we can improve your experience with this program.

Enclosures: 2005 VFC Provider Satisfaction Survey Results

cc: DHS Immunization Branch Field Representatives  
Local Health Officers  
Local Health Department Immunization Coordinators  
Local Health Department CHDP Program Directors  
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# 2005 VFC Provider Satisfaction Survey

June 2006

The VFC Program staff would like to thank all providers who completed and submitted the 2005 VFC Provider Satisfaction Survey forms. We mailed surveys to 4,309 active VFC Providers; over a third (39.7% were completed and analyzed. Although these responses do not represent a random sample of providers, they do represent a large number of VFC offices.

## Overall Results

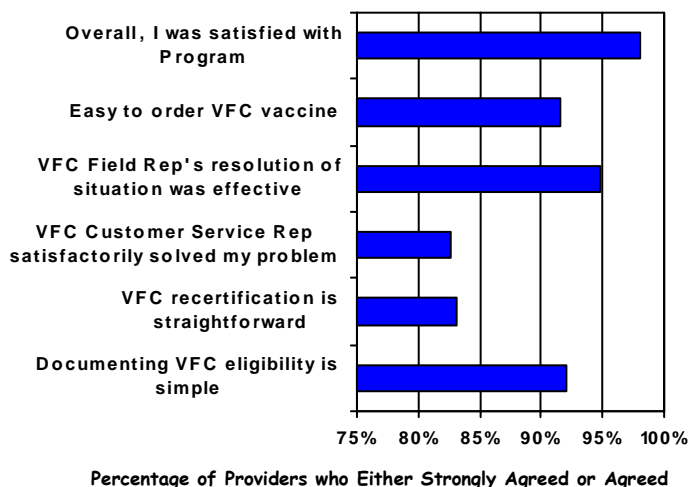
Overall, the results were positive. At least 98 percent were either very satisfied or satisfied with the program in general and would recommend the program to a colleague. Ninety-two percent strongly agreed or agreed that documenting VFC eligibility is simple and 83% strongly agreed or agreed that recertification is straightforward. Over eighty-three percent strongly agreed or agreed that the VFC Customer Service Representative was knowledgeable, and that they had satisfactorily solved their problems.

Providers continue to be highly satisfied with the toll free VFC phone line. Seventy-four percent strongly agreed or agreed that the 800 phone system was easy to navigate, and 86% strongly agreed or agreed that the 800 number for faxing in materials was simple to use.

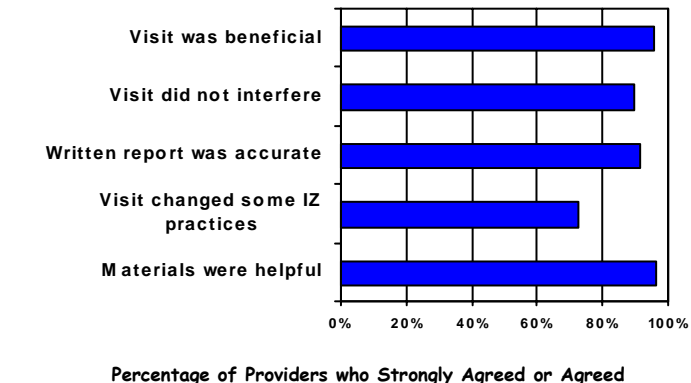
As reported by survey respondents, 1,120 practices had a VFC office evaluation within the last two years. More than 96% found the VFC office visits beneficial and felt that the visit did not interfere with their office flow. The VFC visits have an impact on provider practices: nearly 3 in 4 (73%) providers reported that the visit changed some of their immunization practices.

Apart from routine quality assurance site visits, 39% of the survey respondents had contacted VFC field representatives to assist with program issues, including vaccine management, within the last two years. At least 95% of providers found the VFC representatives to be knowledgeable, their responses to be timely, and their resolutions to the providers' situations to be effective.

### Various Aspects of Program



### VFC Quality Assurance Visits



Interest ran high among providers for Internet access to VFC Program updates and documents (now available at [www.vfcca.org](http://www.vfcca.org)) and for placing orders online. Fifty-nine percent of providers already use the Internet in their business operations, and another 22% are prepared to order via the Internet when online ordering becomes available.

## In conclusion...

Overall, the survey demonstrates high levels of satisfaction with the VFC Program. Suggestions for improvement were primarily concerned with prompt notifications about problems or changes to vaccine orders. VFC staff remains committed to meeting the needs of enrolled providers.